

Giant grants in TERAJU's Superb Series II bring out the best in Bumiputera creativity and innovation

PETALING JAYA --- The Superb Series II talent search organised by TERAJU for enterprising Bumiputeras to secure grants of up to a massive RM500,000 for creative and innovative ideas, attracted approximately 800 applications nationwide.

In the last two months, Superb Series II saw entries from various sectors including agriculture, manufacturing, new inventions, food and beverage, electronics and electrical, oil, gas and energy, as well as from the service sectors.

"This Bumiputera Entrepreneurs Startup Scheme (Superb) is primarily designed to assist emerging individuals or companies, nurture and expand their discoveries, ideas, or inventions into successful business models," said TERAJU senior director Megat Mohd Yatim Megat Hamid.

The grants are one of the largest ever offered to help spur Bumiputera talents into the big business foray.

"A number of these young entrepreneurs have turned highly successful upscaling their ideas and even entering into the international export markets, carving out a name for their Malaysian home-grown brands."

Participants of the Superb Business Challenge are required to pitch their ideas demonstrating prototypes/proof-of-concepts and/or to attain commercialisation.

"Two hundred individuals or companies are being earmarked for the inaugural funding by TERAJU to ensure aspirants can live, learn and thrive with their possibilities.

"Thus far, 137 young entrepreneurs have received start-up grants of up to RM68.5 million since Superb first rolled out in 2014," added Megat Mohd Yatim.

In addition to providing funds, TERAJU also offers developmental services and commercialisation support that include mentorship, training for competency building and possibly further funds from venture capitalists for the Superb winners.

The selection of winners would be adjudicated by a TERAJU committee comprising successful entrepreneurs in their respective businesses or fields.

Adjudication for Superb Series II is expected to take four to six weeks with the winners announced before the end of the third quarter of this year.

TERAJU added that the next Superb Series III would be launched in September.

Aspirants who have not been quite ready with their discoveries, ideas, or inventions on this occasion are advised to write to superb.enquiry@teraju.gov.my or follow the latest developments at TERAJU's Facebook fan page at <https://www.facebook.com/terajuofficialpage/> for the next opportunity.

NEWS RELEASE prepared and issued on behalf of **UNIT PENERAJU AGENDA BUMIPUTERA** by public relations consulting firm **GRA COMMUNICATIONS SDN BHD**. For more information, please contact **Ghazalie Abdullah** +6017 3361090 or **Yusuf Abd Alim** +60 13 2505504 or **Abd Azim Shakron** +60 19 3851095.

ABOUT TERAJU

Unit Peneraju Agenda Bumiputera (TERAJU) was established on 8 February 2011 as a strategic unit under the Prime Minister's Department with the express objective of spearheading progress through meaningful, resilient and sustainable Bumiputera economic participation.

Premised as a 'Game Changer', TERAJU is anchored on five key thrusts under the Bumiputera Economic Transformation Roadmap 2.0 – strengthening human capital, promoting higher value employment and income, increasing Bumiputera share and value of corporate equity, strengthening entrepreneurship, and increasing ownership of non-financial assets.

In addition to economic transformation, TERAJU has the role of ensuring that the ideals in education, health, social and culture, living environment, and Bumiputera stature are lifted to greater heights, and weaved into Malaysia's plural social fabric through Transformasi Kesejahteraan Bumiputera (Bumiputera Wellbeing Transformation).

Today, TERAJU has recorded RM112 billion in total value created for Bumiputerans, generated more than 43,000 jobs, assisted with RM13.29 billion in private investments through its facilitation fund, and registered RM8.6 billion in market capitalisation from listing emerging Bumiputera companies on the Bursa Malaysia.

TERAJU's framework of success has been built through the collaborative effort of the Bumiputera Economic Empowerment Unit (UPEB) that reside in 24 ministries and the Prime Minister's Department. UPEB comes under the purview of the Majlis Ekonomi Bumiputera (MEB) led by the Prime Minister of Malaysia. Initiatives are carried out alongside with government agencies at various levels, economic corridors, GLCs/GLICs and the private sector.

For a more detailed insight, please log onto www.teraju.gov.my.

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